Marketing for TalentMAP Software Development Project



Project Title	Marketing for TalentMAP Software Development Project
Project Summary	Develop marketing campaign designs and material to promote a modern software tool for Foreign Service Department of State employees to use to research, find, and bid on jobs worldwide.
Country	United States
Country/Region of Focus	United States

Project Description

We are looking for creative self-starting individuals who would like to apply their educational knowledge, skills, and abilities into the real world workplace. This project has high visibility and you work will be seen by thousands of Department of State employees worldwide. We would like visual aids and marketing material to help promote the work and progress regarding the software development. An ideal candidate can review and listen to our description of this product and come up with suggestions and prototypes of material that can market to our target audience. This is a great opportunity to gain some high level exposure to creative designs and marketing materials.

Required Skills or Interests

Skill(s)
Data visualization
Design thinking
Educational design
Graphic design
Infographic design
Marketing
Storytelling/blogging/vlogging
Website design

Additional Information

What is TalentMAP?

TalentMAP is an enhanced online bidding tool designed to replace the Department's existing Foreign Service (FS) Bidding (FSBid) application. TalentMAP will serve as a unified source of information regarding available FS positions and post data for FS employees. The "MAP" in TalentMAP stands for Manage, Align, and Project.

TalentMAP is being deployed in a phased implementation. During phase one, all FS employees have the ability to search for projected and available job vacancies, save searches and favorites, compare positions, and export search results. In this phase, FS employees will need to return to FSBid to submit their bid(s) to positions they search and find in TalentMAP.

In future phases, FS employees will be able to not only search for available vacancies, but to also search for projected vacancies and submit bids for positions using TalentMAP.

Note: The current release of TalentMAP is a pilot and its use is optional for end users. This release does not include the ability to submit bids. After you have found positions that interest you, record the Position Number and use the current FSBid application to look up the positions and submit your bids. The bidding process will remain the same with FSBid. Bidding functionality will be included in a future TalentMAP release. However, using TalentMAP will provide employees an opportunity to become familiar with the available features and provide feedback to help shape future functionality.

Benefits of TalentMAP

- · Provides a user-friendly interface that reduces the time for FS employees to search for, and find positions that align with their skills.
- · Provides FS employees with the option to save multiple projected and available job vacancies to their list of favorites, and compare options to determine which positions to submit their bids.
- · Provides an enhanced search functionality that allows robust keyword searches and provides discrete filters for position data.

Who Should Use TalentMAP

- · All DOS Foreign Service employees
- · Career Development Officers (CDOs)

Language Requirements

None